

Researching a method to connect PowerBi or Looker Studio to a website

I prefer **Looker Studio** over **Power BI** primarily for its simplicity, cost-effectiveness, and seamless integration with the Google ecosystem. Looker Studio is also completely free to use, making it an ideal choice for the project we have to do. Its interface allows for quick setup and easy connection to popular data sources like Google Analytics and Sheets, without the need for complex configurations. Additionally, for the main research that I had to do, Looker Studio offered straightforward sharing and embedding options, enabling me to quickly present interactive dashboards on websites. Unlike Power BI, which requires additional licensing or Azure setup for secure embedding, Looker Studio is more accessible for web-based projects, especially when data sensitivity isn't a concern. For lightweight and public-facing data visualizations, Looker Studio's simplicity and integration capabilities make it the more practical choice.

Methods to embed Looker studio dashboard on a website -

1) Direct embedding for Public reports -

Open up your looker studio report

Click on **File > Embed report > Enable Embedding**

Copy the Iframe code provided

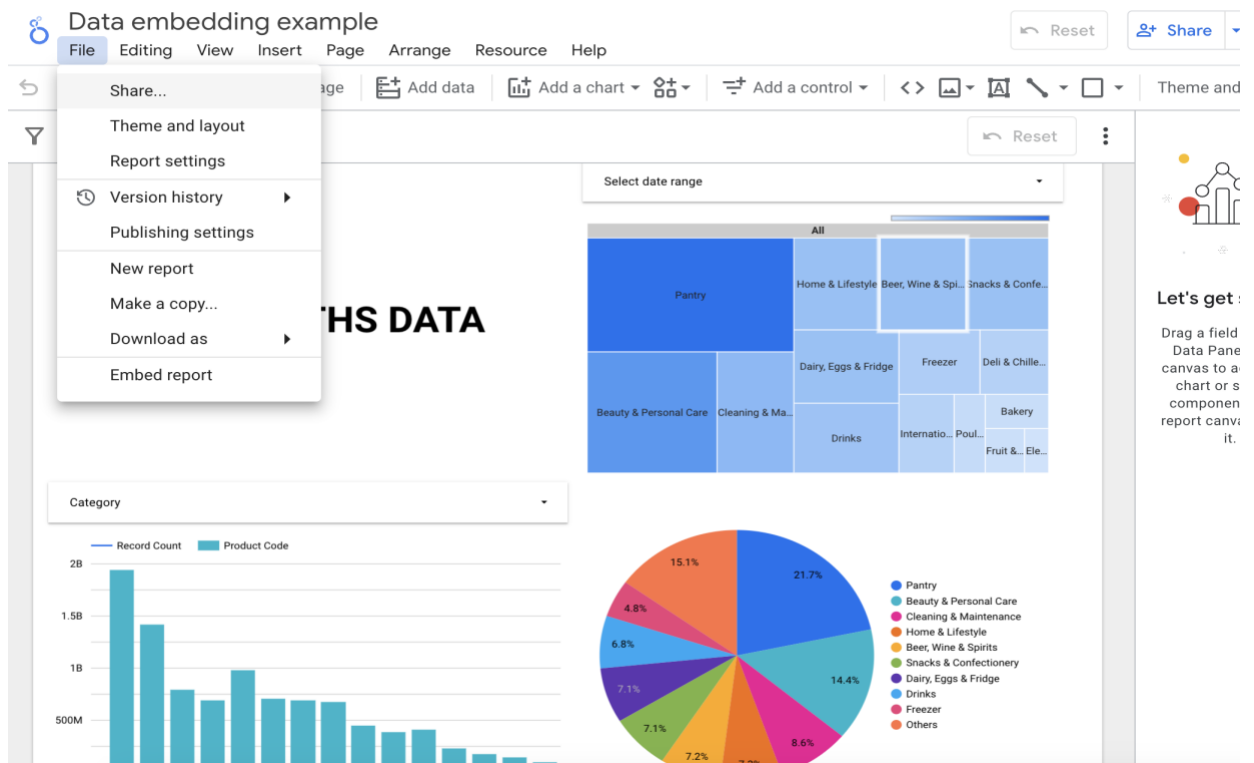
Paste it onto the website

example for the iframe code –

```
<iframe width="600" height="450"
```

```
src="https://lookerstudio.google.com/embed/reporting/b20910ac-0d87-4664-b926-874fec381098/page/GmRVE" frameborder="0"
```

```
style="border:0" allowfullscreen sandbox="allow-storage-access-by-user-activation allow-scripts allow-same-origin allow-popups allow-popups-to-escape-sandbox"></iframe>
```



Embed Report

☒ Enable embedding

☐ Show report navigation in embedded mode. [Learn more](#)

☒ Embed Code ☐ Embed URL

Paste the following into your site:

```
<iframe width="600" height="450"
src="https://lookerstudio.google.com/embed/reporting/c
8b1181f-3214-4512-b126-7c1516903e94/page/7fYVE"
frameborder="0" style="border:0" allowfullscreen
```

Width (px) 600 Height (px) 450

FINISHED **COPY TO CLIPBOARD**

2) Embed Via API's for private reports

Use API's for dynamic embedding and access controls

Can use third party tools like supermetrics or custom scripts to fetch data and display it on a looker studio report.

Disadvantages of looker studio -

Limited Advanced Analytics: Looker Studio lacks robust data modeling and advanced analytics capabilities

Data Size and Performance: Looker Studio struggles with large datasets, as it relies heavily on connectors and the performance of underlying data sources. Power BI, with its in-memory processing, handles large datasets more efficiently.

Scalability: Looker Studio is ideal for lightweight or small-scale projects, but it lacks the scalability and power needed for large organizations with complex reporting needs.

Data Security: Looker Studio embedding is less secure. Power BI offers enterprise-grade security features, such as role-based access control and Power BI Embedded for secure sharing.